

Shopify vs. BigCommerce

Commerce is bigger with Shopify

Between strong conversion, cost efficiency, and first to market innovation, the data all points to one conclusion: Shopify is leading the commerce race.

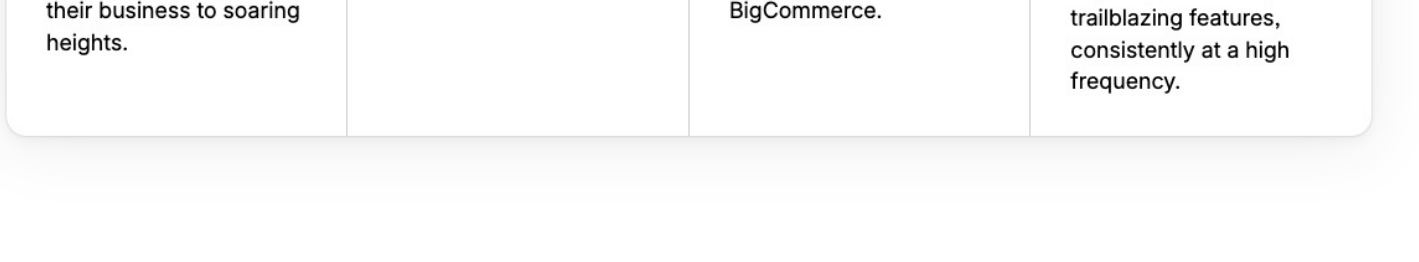
Start for free

Get in touch



Join the movement from big to better

Make the switch to the world's best-converting checkout and commerce tools—only available on Shopify's unified commerce platform.



WHY SHOPIFY

Four reasons brands are switching

1

Industry leader
In over 175 countries, millions of businesses trust Shopify to take their business to soaring heights.

2

Higher revenue
Shopify's checkout converts 12% better than BigCommerce's.

3

Better TCO
Shopify's total cost of ownership (TCO) is 31% better than BigCommerce.

4

Constant innovation
Shopify ships faster than anyone, introducing trailblazing features, consistently at a high frequency.

ON THIS PAGE

- Industry leader
- Higher revenue
- Better TCO
- Constant innovation
- Analyst validation
- Migration partners

INDUSTRY LEADER

Shopify has become the standard

From a vast partner ecosystem to far-reaching investments in global commerce, Shopify is leading the commerce race.

INVESTMENT FOR THE FUTURE

Commerce that's built to last

Businesses powered by Shopify trust in our long-term sustainability, massive ecosystem, and investment in the future of commerce. Shopify is the market leader, offering unparalleled support and growth for brands across the globe.

Shopify
2,380

BigCommerce
1,237

Partner ecosystem*
Our network of partners is second to none.

Shopify
8,000

BigCommerce
1,208

App ecosystem*
We help our customers do more, go bigger, and sell wider.

Shopify
8,300+

BigCommerce
1,000+

Employees†
We have the power to fuel commerce for years to come.

Shopify
Millions

BigCommerce
Tens of Thousands

Merchants†
More merchants around the world trust Shopify.

*App and partner count as of April 24, 2024. Sources are based on BigCommerce partner and app directory, and Shopify app and partner directory (including Plus Partners and top Plus Service Partners).

†Employees and merchant count as of April 24, 2024. Sources are based on BigCommerce and Shopify websites.

ECONOMIC FOREFRONT

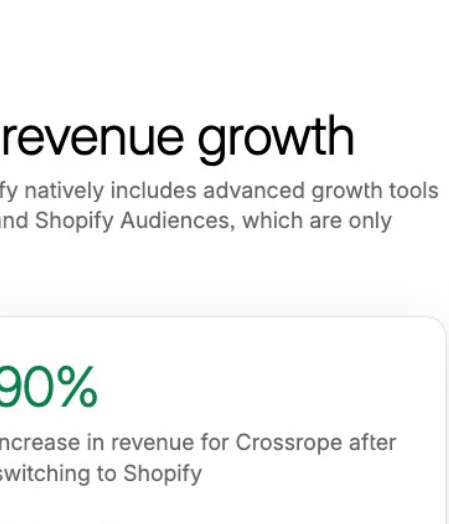
The numbers speak for themselves

With millions of customers and steady market growth, Shopify comes out on top in market share.

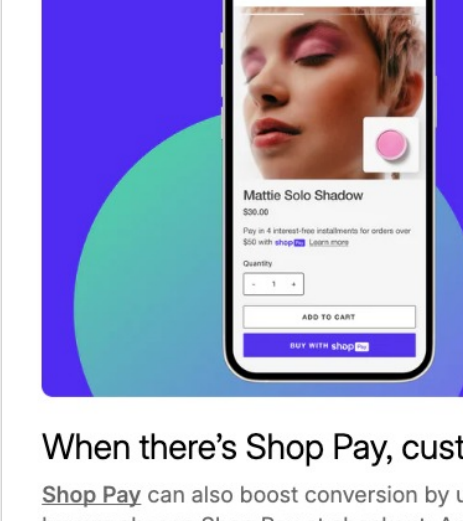
73%

73% Shopify's global market share of the top 800 DTC brands

Shopify has the fastest server speed in commerce
Faster site speed impacts everything—from revenue to operations. Measure your site's performance to see how it could affect your sales and how it compares to the competition.
[Get your custom report](#)



“Shopify isn’t just a platform. It is a trusted partner on Lull’s journey to take the lead in the mattress market, and a transformation that continues to drive cost savings and growth.”



Mark Nagelmann — Director of Web Operations
[Read case study](#)

SUPERIOR DEVELOPER ECOSYSTEM

Engineering with the experts

Extending your commerce platform's capabilities is crucial: our leading tech and app ecosystem makes it easier for brands to achieve that. Choosing Shopify means gaining access to a network of world-class engineers dedicated to building for your business' unique needs, renowned for both its size and experience.

8+

8,000 apps to help you build
Shopify features almost 6 times the number of apps, providing brands with more options as they expand beyond the native functionality. Additionally, Shopify was first to market over BigCommerce when it came to new app and channel integrations such as TikTok, Snapchat, YouTube Selling, Microsoft Advertising, and more.

INTERNATIONAL SELLING

Don't just go big—go global

Shopify helps large businesses effortlessly expand their reach in over 150 countries with Markets Pro. This is a native feature with Shopify, helping you sell internationally with capabilities to cover processes like shipping, collecting duties, local payment methods, and fraud protection. An equivalent functionality on BigCommerce requires third-party apps.

HIGHER REVENUE

Shopify converts better than BigCommerce

Shopify's checkout has a 12% higher conversion rate compared to BigCommerce's, on average. But it's our customer outcomes that tell the real story—like Crossrope. They reported a conversion rate increase of 24% after switching from BigCommerce to Shopify. Lull, also formerly with BigCommerce, reported a 14% conversion lift during Black Friday Cyber Monday alone.

+12%

Shopify converts 12% better than BigCommerce

CHECKOUT CONVERSION

Shopify's checkout checks out

Brands that switch to Shopify from BigCommerce have the opportunity to create a customizable, one-click checkout experience. And with the world's quickest checkout that converts 12% more than BigCommerce does, making the switch to Shopify is a no-brainer.

REVENUE ACCELERATION

Shopify accelerates your revenue growth

Shopify is built to help you grow faster than ever. Shopify natively includes advanced growth tools for revenue acceleration like Shop Pay, the Shop App, and Shopify Audiences, which are only available exclusively on Shopify's platform.

20%

YoY growth for Grace and Lace after migrating from BigCommerce to Shopify
[Read case study](#)

90%

Increase in revenue for Crossrope after switching to Shopify
[Read case study](#)



When there's Shop Pay, customers pay
Shop Pay can also boost conversion by up to 50% over guest checkout. In fact, 2 out of 3 buyers choose Shop Pay at checkout. And inconveniently—it's not available with BigCommerce.



Cut acquisition costs in half
Shopify Audiences helps brands craft hyper-targeted ad campaigns, increase return on ad spend, and slash acquisition costs by up to 50%.

REVENUE EXPANSION

With Shopify, there's always a new revenue stream to unlock—seamlessly

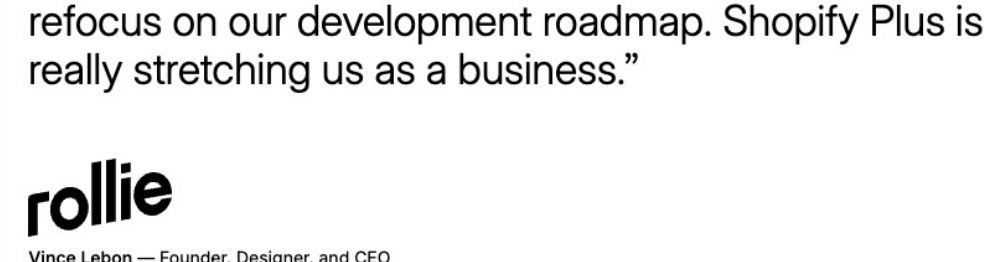
Shopify's commerce solutions lets you do it all from a unified platform. So no matter how you choose to sell to your customer base—B2B, physical retail, social selling, and other sales channels—Shopify has you all covered.

550%

Quarter-over-quarter sales growth for Laird Superfood
[Read case study](#)

\$50K+

Annual B2B savings for Laird Superfood after switching to Shopify
[Read case study](#)



Unify your D2C, retail, and B2B selling
Shopify POS and Shopify B2B seamlessly combine online, physical retail, and wholesale—so you can access customer records, and keep inventory up to date in real time—no matter where you're selling from. In contrast, BigCommerce relies on apps and third-party systems for B2B and POS, potentially leading to challenges in back-end management and fragmented user experience.

“Shop Pay’s installment plan alone led to a 25% reduction in processing fees. Shop Pay now makes up more than 80% of our express checkout mix.”



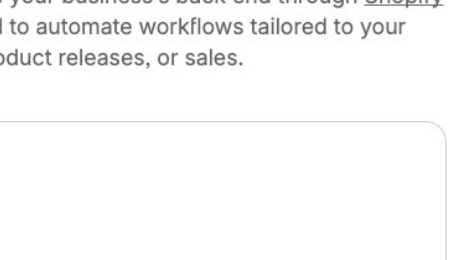
Mark Nagelmann — Director of Web Operations
[Read case study](#)

BETTER TCO

Get more value with Shopify

Shopify's total cost of ownership (TCO) is 31% better than BigCommerce's, on average. From robust native enterprise capabilities to the front-end and back-end simplicity of our platform, Shopify is the platform of choice for businesses looking to improve their operational efficiency.

See your TCO savings with Shopify
Use our TCO calculator to get a detailed view of your costs compared to Shopify's.
[Go to calculator](#)

Shopify's TCO is 31% better than BigCommerce


Compared to Shopify, BigCommerce has:

88%

Higher implementation and setup costs, on average

32%

Higher platform fees and ecommerce stack costs, on average

21%

Higher operational and support costs, on average



MORE OUT-OF-THE-BOX CAPABILITIES
Spend less to meet business requirements
Our customers have essential features, readily available to them like promotions, merchandising, and analytics. This means that with Shopify, you don't have to worry about customizations that require additional developer support. What's more, you won't need to pay more for third-party applications, plugins, or integrations to keep your business running.

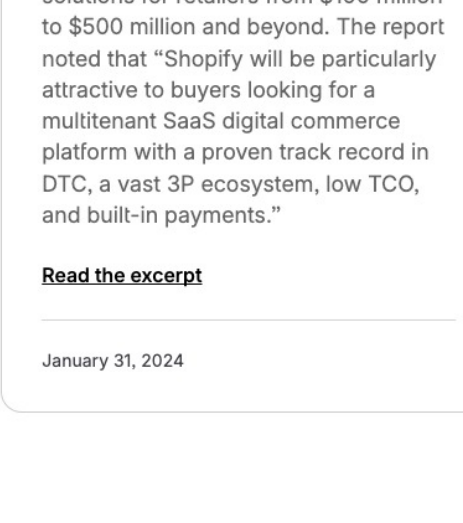


SEAMLESS IMPLEMENTATION
Get the most out of your commerce instance
When it comes to implementation, having an available, skilled team is crucial to saving time and money. Shopify customers benefit from a developer-friendly back-end system and access to a large developer talent pool to meet their unique needs. This is a primary reason why setting up a new storefront is 36% faster on Shopify than on BigCommerce, and also why implementation costs are better on Shopify on average.



CONVERT MORE
Capture more revenue
Shopify's conversion rate is 12% higher than BigCommerce, on average. This is value you could be missing out on by choosing BigCommerce instead of Shopify.

“We started on Shopify but got to a point where people told us we were too big for Shopify, so we moved to BigCommerce and our business absolutely plummeted. Everything we were able to do ourselves on Shopify, even simple stuff, we now had to run through developers. We had to hire a huge development team.”



Alex Schutze — Co-founder and CEO
[Read case study](#)

CONSTANT INNOVATION

Shopify's pace of innovation is unmatched

If you want to innovate, you'll need to be on the world's most flexible—and best-performing—commerce platform. You'll get first access to the most innovative commerce products in the world when you build on Shopify.

1st

To market with original products, features, and integrations

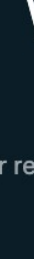
200+

Product enhancements and updates
[Explore Shopify Editions](#)

ALL-IN-ONE COMMERCE

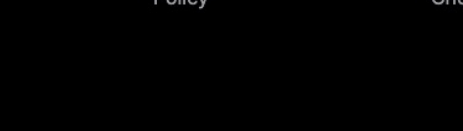
A commerce focus with massive scale

Scale matters to growing brands, and Shopify's agile platform covers ecommerce sales, worldwide. With Shopify's checkout handling 40,000 checkouts per minute flawlessly, your store can effortlessly manage any surge in customer traffic.



Shopify's investment in R&D
We're standing by our mission of making commerce better for everyone. Shopify has invested billions on research and development (R&D), while BigCommerce has spent millions. Our commitment to innovation is why large companies place their trust in Shopify.

“Shopify Plus has really become a unicorn. We've found it's very easy to add on, and it integrates with every single relevant platform, which is incredible. This has provided quick wins, but actually allowed us to refocus on our development roadmap. Shopify Plus is really stretching us as a business.”



Vince Lebon — Founder, Designer, and CEO
[Read case study](#)

Billions vs. millions
Shopify invested billions in R&D to improve our customer-focused platform, whereas BigCommerce only invested millions.
[Explore Annual Shopify Investment](#)

RATE OF ITERATION

Shopify is changing the pace of innovation

Shopify ships innovative updates at a rapid pace
With hundreds of new product updates annually—from tools to reach and retain customers to new opportunities to sell your products on multiple social channels—we're here to help you succeed. You can check out our comprehensive list of everything we've built in Shopify through Shopify Editions.
[Learn more](#)

Get to market faster using native growth tools
Shopify is quick to innovate with native products that live on the platform like Shop Pay, the Shop app, Shopify Audiences, SPI, Collabs, and features like buy now, pay later—all designed with the goal of improving conversion rates and generating more revenue for your business.

On Shopify, products are always being improved
Improvement is the name of the game at Shopify, thanks to thousands of engineers optimizing existing features. Since 2020, Shopify has released more than 800 significant features and improvements—all of which are documented in the developer changelog.

INTUITIVELY DESIGNED

Powerful automations and workflows at your fingertips

Shopify empowers your users with the tools to optimize your business's back end through Shopify Flow and Shopify Launchpad. These tools are designed to automate workflows tailored to your unique needs and easily schedule sales campaigns, product releases, or sales.

Analyze it all without the red tape
Shopify's advanced analytics lets you see your analytics in real time. This includes a built-in query tool within the admin controls that helps developers build out custom queries, which can be used by your team to fulfill data-driven tasks. Tracking is made simple with prebuilt reports from ShopifyQL Notebooks or Google Analytics, right on the Shopify dashboard.

ANALYST VALIDATION

The experts have spoken—and they choose Shopify

2024 Leader in Gartner® Magic Quadrant™

73%

Shopify's market share of the top 800 global DTC brands
[Read case study](#)

83%

Number of rising apparel brands on Shopify, according to ZPM
[Read it on ZPM](#)

GARTNER® MAGIC QUADRANT™
Shopify is once again a Leader in the 2024 Gartner® Magic Quadrant™
Shopify continues our tradition of excellence and innovation in retail. You'll get first access to the most innovative commerce products in the world when you build on the 2024 Gartner® Magic Quadrant™.
[Read the report](#)
August 21, 2023

ZPM
ZPM reports a surge of brands using Shopify vs. BigCommerce
The news outlet ZPM recently audited the technology of more than 60 rising apparel brands to find a major e-commerce player going forward. They found that 55 of those brands—or 83%—are on Shopify, while none of those brands are BigCommerce customers.
[Read the report](#)
November 2023

IDC
Shopify named a Leader in IDC MarketScape: Worldwide B2C Digital Commerce Platforms for Mid-market Growth 2023-2024 Vendor Assessment
This is an evaluation of commerce solutions for retailers from \$100 million to \$500 million and beyond. The report noted that “Shopify will be particularly attractive to buyers looking for a multitenant SaaS digital commerce platform with a proven track record in DTC, a vast 3P ecosystem, low TCO, and built-in payments.”
[Read the excerpt](#)
January 31, 2024

PROMINENT VOICES
Rick Watson says the future of ecommerce is between Shopify and CommerceTools
On the

Your Basket Is Empty

podcast, Rick Watson predicts that Shopify will be a major ecommerce player going forward.
[Listen to the full episode](#)
October 4, 2023

MIGRATION PARTNERS

The migration support you need from the largest partner ecosystem around

Looking to migrate from BigCommerce? Shopify Partners can help. We have more global partners than any competitor—many of them specialize in helping BigCommerce customers make the switch to Shopify.

10,000+

App and technology partners

100+

Shopify Plus Certified App Partners

Featured BigCommerce migration partners

[Learn more](#)

[Learn more](#)

[Learn more](#)

[Learn more](#)

[Learn more](#)

[Learn more](#)

Shopify vs. BigCommerce

Want bigger results? Switch to Shopify.

From higher revenue to constant innovation, customers and analysts agree that Shopify's the leading choice.

Start for free

Get in touch

USA | English

Terms of Service

Legal

Privacy Policy

Slitemap

Your Privacy Choices

